

I wish to register my objection to the FCC proposed regulation prohibiting unsolicited fax announcements to individuals without securing written permission in advance of sending the fax. As the president & CEO of the baking industry suppliers association, we have an existing relationship with our members and use faxes to communicate needed timely information. When our members join the Association, they expect BEMA to send them needed information and would resent the Association securing permission to send information via fax, while we do not secure permission to send e-mail. This regulation will likely result in the unfortunate demise to faxing material. Since some members do not have e-mail, this will result in the Association not communicating with its members.

Thus, I sincerely hope you will excuse not-for-profit associations from this ruling.

Robert Hirsch  
President & CEO  
BEMA, the baking industry suppliers association